

A Site Talking About Internet Industry

SEO IS THE CAPTAIN OF YOUR WEBSITE

Parse Mobile App Platform

Share Data Across Platforms, Track Custom Analytics, Send Push &

▲▲---

○ ○

Monday, May 11, 2015

Google Webmaster Alert: The new Search Analytics Report -Captain News

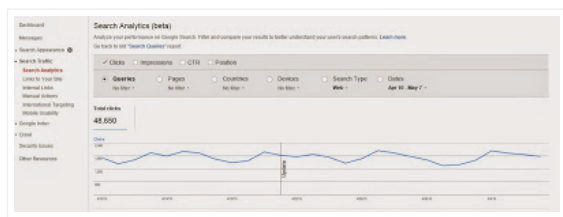
Hi Captains,

There never was a woman like her. She was gentle as a dove and brave as a lioness... The memory of my mother and her teachings were, after all, the only capital I had to start life with, and on that capital I have made my way. - unknown.

Google webmaster tools is a powerful tool for web developers & those who all are interested to starting to selling their business online. Google engineers are very good releasing user friendly results. Now Some updations in google webmaster tools.

Search Analytics Report: Google Webmaster Central

If you are owner of your website, Your continuously managing web analytics report for your website. This is very important update for you. Before in google webmasters not that much search data queries and search analytics not that much efficient. After this updation google webmasters showing complete efficient and advance data metrics in google webmasters.



you can filter now which performance report you want to see in google webmasters. Which keyword queries got most number of clicks in google search engine. How many Organic impressions for particular search queries.



In Above Graph we able to see Total impressions 19,435. On that 1,066 clicks received from search queries. Which country you are receiving more number of traffic for example

①

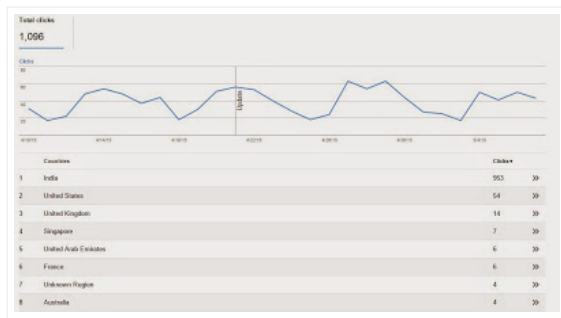
SEARCH WITHIN THIS WEBSITE

Total Pageviews

2 5 0 3

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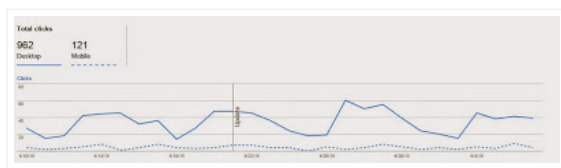
IF YOU ARE FEELING ANYWHERE IN THIS WEBSITE STOLEN CONTENT FROM THIRD PARTY WEBSITE,IMAGES,VIDEO PLEASE [CLICKHERE](#) FILE COMPLAINT AGAINST THIS WEBSITE



In the Above mentioned graph total number of clicks received from several countries. You can easily find the targetting country. Your targetting country receiving less clicks please involve your website presence in targetting country.

Device Update:

Suppose that your target is desktop device only. Or you want to enhance your website presence in mobile devices you can check below examples.



Compare your website page performance, webpage vs Image, Image vs video. Suppose that you are running video targetting website or image sharing website, you can compare website search performance in search engines . You can change the date which custom date and time you want.



If your website is not verified in google webmasters please verify asap. You are running business website this informations are must needed. Please support seocapta.in

junglee



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40% off

Shop now

end of season
SALE

Posted by [venkatesh s](#) at 2:43 AM [1 comment](#)



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Labels: [analytics](#), [clicks](#), [ctr](#), [desktop report](#), [google](#), [impressions](#), [mobile report](#), [posititabled devices](#), [search presence](#), [webmasters](#)

Location: [Bengaluru, Karnataka, India](#)



[venkatesh s](#)

"Don't settle: Don't finish crappy books. If you don't like the menu, leave the restaurant. If you're not on the right path, get off it."

Wednesday, May 6, 2015

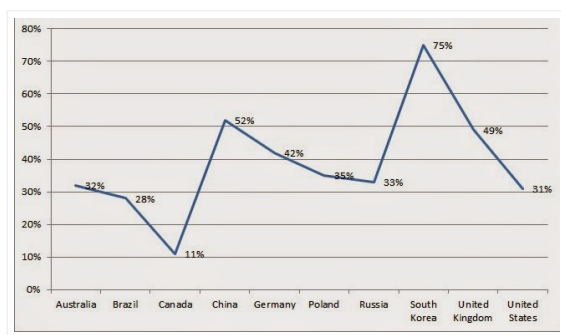
Will Amazon Ever Rule the E-Commerce World?

You know, if you make a customer unhappy they won't tell five friends, they tell 5000 friends.

-Jeff Bezos, Founder & CEO of Amazon

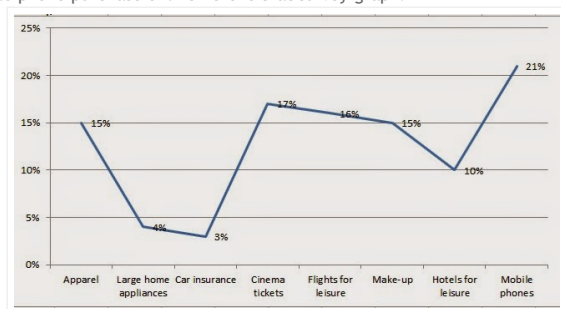
As a Amazon Trained E-Commerce Specialist my Answer is Yes!!!!

But amazon customers are very very happy. Hot Deals ! Hot Discounts ! Hot Sale ! Amazon Mantra. #whatttheydeal, #aurdekho, Now amazon biggest e-commerce website. As per consumer barometer tool online shopping purchase clothing and footwear global research South Korea got 75 percent of people purchase their shopping products online.



source: consumer barometer google

But in indian e-commerce industry growing day by day 21 percent of people responds made their mobile phone purchase online here is that survey graph.



Source: Consumer Barometer google

After that Big Billion day problem Now e-commerce company eyes turned into amazon's great summer sale. Amazon is the biggest e-commerce player in the world. They are doing geniune sale. Cnn money interviewed amazon busiest days.

[Read more »](#)

Posted by [venkatesh s](#) at 10:16 PM [1 comment](#)



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Labels: [amazon](#), [consumer](#), [e-commerce](#), [flipkart](#), [google](#), [great indian](#), [industry](#), [summer sale](#), [world](#)



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"Don't settle: Don't finish crappy books. If you don't like the menu, leave the restaurant. If you're not on the right path, get off it."

Thursday, April 30, 2015

How Internet Responses After Nepal Earthquake

The biggest question many of us after the huge Nepal earthquake is "Need Help". Most of them started running campaign for Nepal earthquake. One of the best ways what I am thinking is donate money is one thing is very effective. It will be very helpful for Nepal peoples. Apart from that here I mentioned how social media response after Nepal earthquake issue. Here I mentioned some biggest thing. Please help the victims from your computer.



source:cnn



source:cnn

Here how digital people started helping to Nepal earthquake.

Nepal earthquake

USE GOOGLE PERSON FINDER TOOL

Google person finder is an awesome finder tool to locate who affected in the earthquake area or send information in affected area. Please click below URL for Google person finder.

<https://google.org/personfinder/2015-nepal-earthquake>

Search is available through SMS.

In Nepal: Text "search <name>" to 6040

In India: Text "search <name>" to +91-9773300000

In US: Text "search <name>" to +1 650-800-3978

HELP WITH THE HUMANITARIAN DIGITAL EXCHANGE

Humanitarian digital exchange is one of the very biggest data analytics lab. After that Nepal earthquake they started data exchange like how many people died, how many people are injured, you are getting any updated data please click below link and share the data.

<https://data.hdx.rwllabs.org/group/nepal-earthquake>

SUPPORT THE HUMANITARIAN OPEN STREET MAP PROJECT

The humanitarian open street map project shows which area mostly affected, it shows residential, commercial buildings. They are updating roads and establishing contacts with response agencies.

Supporting them at http://wiki.openstreetmap.org/wiki/2015_Nepal_earthquake and <http://tasks.hotosm.org/>

USE FACEBOOK SAFETY CHECK FEATURE

If your loved one is in affected area please click Facebook help safety check feature. Your friend is safe.

<https://www.facebook.com/safetycheck/nepalearthquake>. If your friend is not in affected

area, please spread the word.

HELP NEPAL RED CROSS SOCIETY

The Nepal red cross society started helping Nepal families. Now they are responding and restoring the family links needs the areas affected by the earthquake Nepal.

Please click the below link and help

<http://familylinks.icrc.org/nepal-earthquake/en/Pages/Home.aspx>

PLEASE SUPPORT SEOCAPTA.IN

Posted by [venkatesh s](#) at 4:34 PM [1 comment](#)

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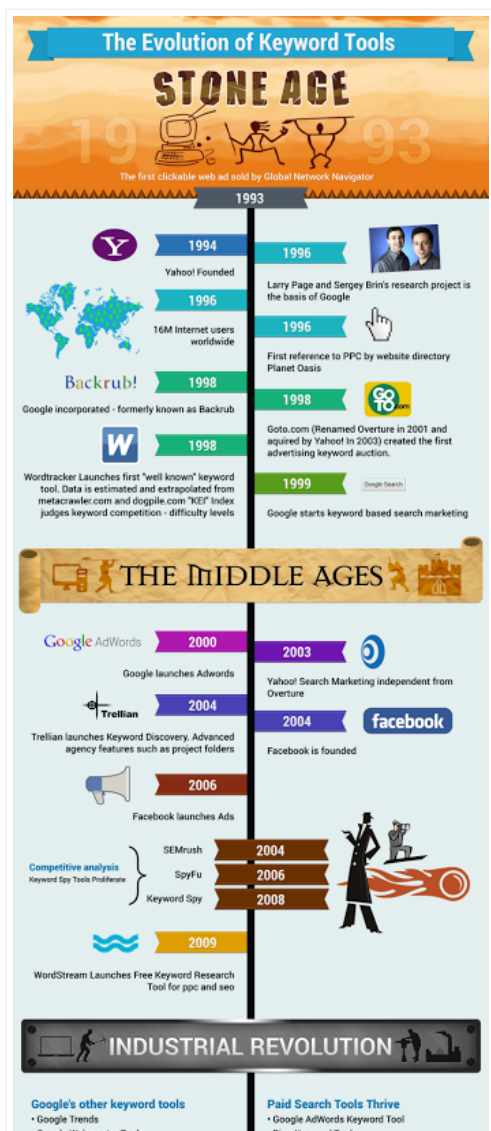
"Don't settle: Don't finish crappy books. If you don't like the menu, leave the restaurant. If you're not on the right path, get off it."

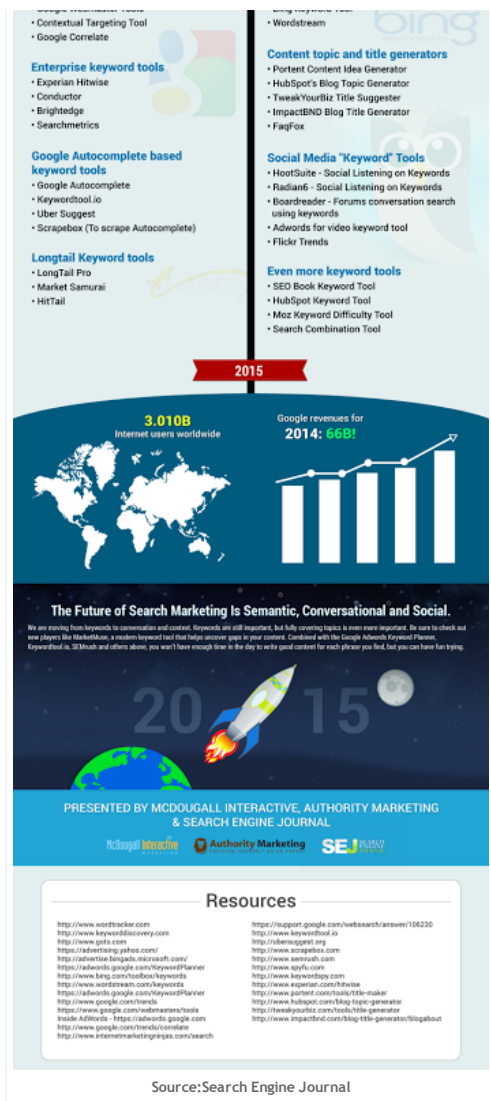
Tuesday, April 21, 2015

The Ultimate Evolution For keyword Research-Tools

Hi Captains,

Keyword research playing a vital role in digital industry. If you want to convert more sales, you should select keywords first. Actually Last month search engine journal did a wonderful research on keyword research tools. Here I will attached that awesome The evolution of keyword research tools infographic. Please read and support seocapta.in





Posted by [venkatesh s](#) at 6:58 AM [1 comment](#)

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Labels: [adwords](#), [algorithms](#), [global market finder.](#), [google](#), [keyword](#), [keyword research](#), [moz](#), [research](#), [tool](#), [webmasters](#), [yahoo](#)



[venkatesh s](#)

"Don't settle: Don't finish crappy books. If you don't like the menu, leave the restaurant. If you're not on the right path, get off it."

Wednesday, April 1, 2015

4 Top Cliches About SEO Marketing You Should Avoid In SEO Proposals



Posted by [venkatesh s](#) at 9:42 AM [1 comment](#)



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"Don't settle: Don't finish crappy books. If you don't like the menu, leave the restaurant. If you're not on the right path, get off it."

Monday, March 30, 2015

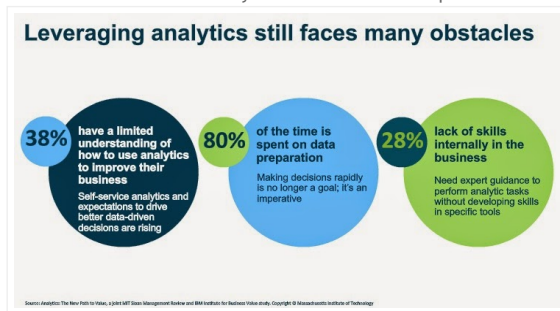
10 Compelling Reasons Why You Need Analytics Tools in Digital Marketing Field

Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.-Steve Paul Jobs.

Digital Marketing is one of the quickest and fastest growing field in the world. Now everything comes under social media. Traditional advertisement is completely going down now a days. People are skipping ads in televisions and newspapers. Yellowpages and directories 39% falling down now a days. As per consumer barometer frequency of social media and internet usages are going increasing day by day. People are completely shifting into digital field. Today's challenge in analytics field is what consumer likes most? why they are leaving website without any transaction? what they are liking most? How many visitors through particular page. Lots of questions raised day by day. Real time tracking is one of the best tracking systems in analytics. Where people are going? why people are leaving? why website bounce rate? If you're selling new products in website, tracking is now completely a challenge. Data analytics is completely for consumers. Which country, region more sales happening. If people are visiting particular country based on consumer behavioural targeting method is a powerful way in analytics field. But the main problem in analytics field is marketing professionals do not ready to accept data analytics insights. Because of lack of analytics knowledge and tools experience.

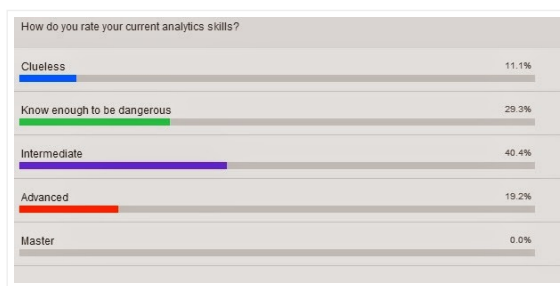
Now most of the companies started analytics as a service. But lots of lacking technical

analytics engineers. one week before i attended IBM watson analytics webinar conducted by digital marketing depot. Its very very interesting webinar for those who are all shifting their career into analytics field.Mr Stephen Archut technical presenter on that day. He is one of the influencer of Ibm watson analytics. I mentioned some points below



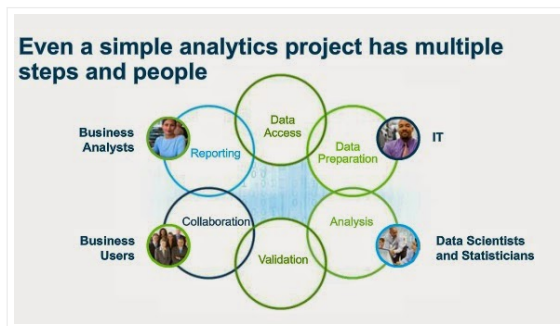
Source:The New path to value MIT

The above survey conducted by Ibm business analytics with MIT. 38% of the people limited understanding how to use web analytics software. lack of understanding how to use analytics to improve their business perspective.And 80% of the people spending manual data preparation.They are spending too much effort for manual data preparation. Finally 28% of the people need expert guidance in analytics field.And one more survey conducted by MIT university. Improving consumer experience is top priority across the organization. IBM Watson analytics conducted very good survey for analytics engineers. Question was how do you rated your analytics skills. Most people polled intermediate.



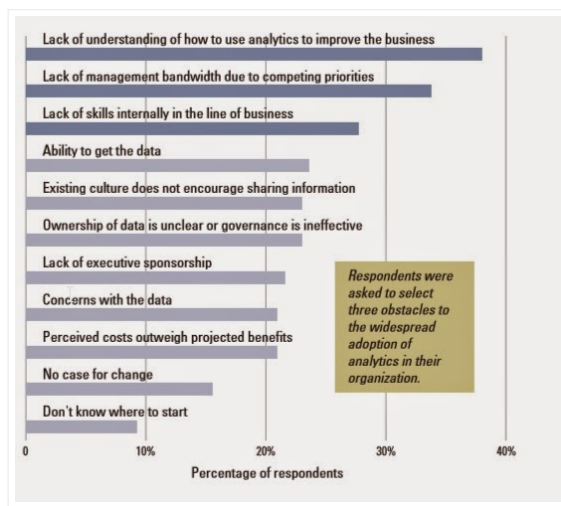
Source:Digital Marketing Depot

Even if you are working on simple analytics project need to add more valuable resources. Then only complete data fulfilled.



Source:Digital Marketing Depot

But the main problems more number of people don't know how to use analytics to improve their business. Thats why 'n' number of companies are simply shutting down. Same IBM Watson analytics the new path to value conducted one beautiful survey. what is the main reason most peoples are not using analytics.



The above survey conducted by IBM Watson analytics. Top respondents are they have lack of understanding how to use analytics to improve their business. Second highest number of people commented management didn't support to competing priorities. If you are willing to do new things it will be improve your business as well as career.

Here I attached consumer barometer insights.

Question raised by Google-consumer barometer:

How often do you use the Internet through your web browser or apps - for personal reasons?
Frequency of Internet usage Across the world, Internet use is increasing. Over 50% of Internet users go online daily in the vast majority of countries.

Source & Information collected by: Connected Consumer Survey 2014

Country	Internet users
Australia	84%
Brazil	69%
Canada	89%
China	85%
France	74%
Germany	76%
Japan	95%
South Korea	93%
Mexico	52%
Poland	75%
Russia	79%
Turkey	72%
United Kingdom	85%
United States	79%

The above survey raised by connected consumer survey 2014 by consumer barometer google. Japan more number of people they are using internet for their personal use. As per survey 95% of people using internet for their personal use. And one more important survey raised by same insights company it is very important for analytics field.

Question raised by Google-Consumer Barometer

Total number of social media usage rates are increasing day by day. Especially in turkey 92% of Internet users using social media.

Country	Internet users
Australia	84%
Brazil	69%
Canada	89%
China	85%
France	74%
Germany	76%
Japan	95%
South Korea	93%
Mexico	52%
Poland	75%
Russia	79%
Turkey	72%
United Kingdom	85%
United States	79%

Source:consumer barometer insights

Now most big big companies shifted their performance into analytics. smaller companies and middle level companies they are developing some new tools. that too also performing very well. Now google analytics performing very well in all kinds of analytics methodologies. They are completely updating their dashboards some changes. it will be very helpful in web analytics field. More number of good paid tools such as adobe omniture, IBM Watson analytics, SAP Insights and more. But analytics people need to learn more about this tools. May be i am planning to write accelerate your career through google analytics i am posting my next posts. please stay tuned.

Posted by [venkatesh s](#) at 10:36 AM [1 comment](#)

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Labels: [adobe](#), [bing](#), [google](#), [omniture](#), [sem](#), [seo](#), [social media](#), [tools](#), [web analytics](#), [web marketing](#), [yahoo](#)

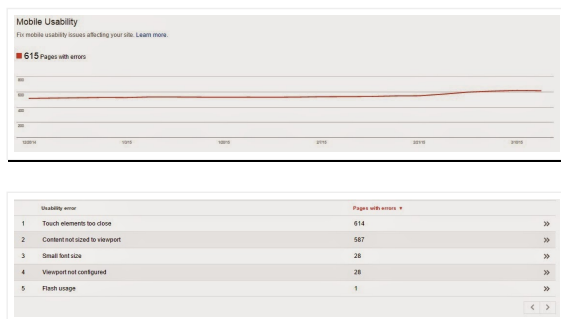


[venkatesh s](#)

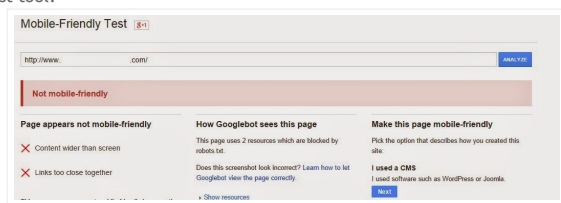
"Don't settle: Don't finish crappy books. If you don't like the menu, leave the restaurant. If you're not on the right path, get off it."

Thursday, March 19, 2015

Why Google Love Mobile Friendly Websites (And You Should, Too!)

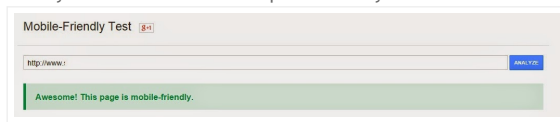


Guys if you are seeing those types of messages in google webmasters. Surely you will take action immediately. Because Google launching new mobile friendly as a ranking signal. Most of the search engine news websites already announced this update. This update happening in April 21st. If you willing to do mobile friendly website. Please read this news carefully. Because google love mobile friendly websites. please test your website with google mobile friendly test tool.

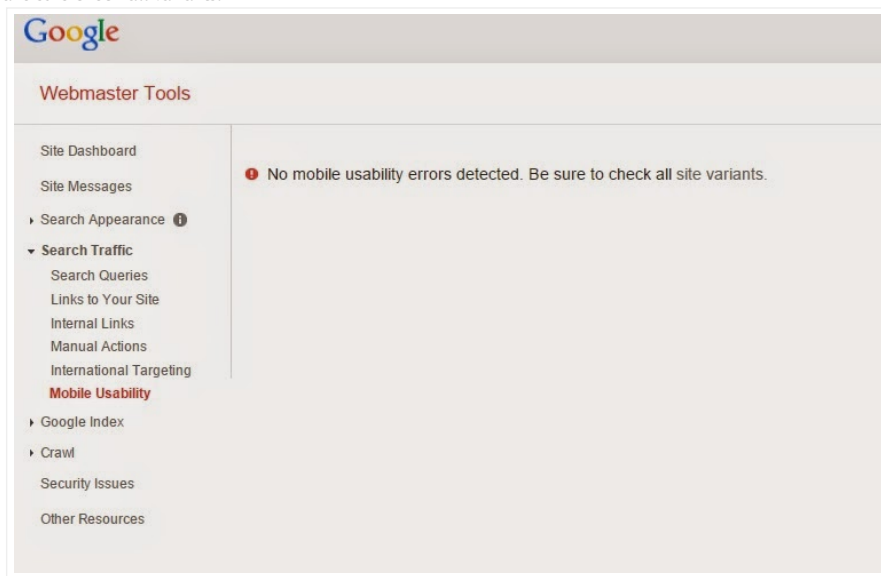


This tool provides exact information about your website. If your website is not mobile friendly you will receive this message in google webmasters mobile friendly. If your website is mobile friendly feel happy. No need to change anything. Same ranking signal last year also

happened. All seo folks remember that update. SSL update. same that type of update happening in this year also. This is the first update in this year.

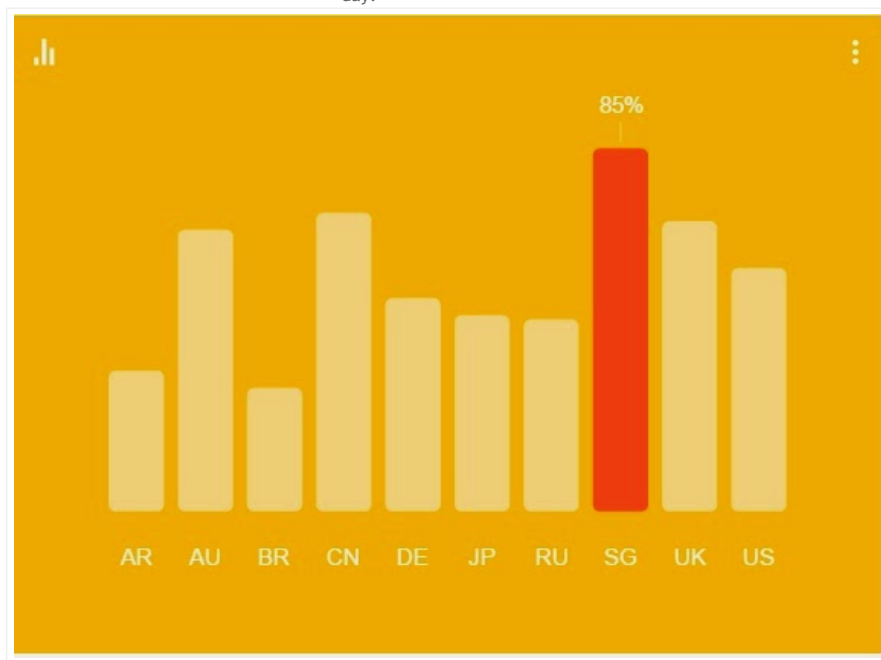


If your website is passed mobile friendly test tool. Please make sure check in google webmasters mobile usability report. If google webmasters tool shows like below picture make sure check all variants.



Why Google Love Mobile Friendly Websites?

As per consumer barometer with google research Smartphone use is increasing everywhere, with very high usage in Singapore-consumer barometer. Mobile usability increases day by day.



Source-Consumer Barometer with Google.

Day by day increasing mobile usability in globally. In Singapore 85% of people's using smart phones. May be this would be the main reason Google going to announcing new ranking signal update.

What Should You do?

1. If you target is mobile customers Then Confirmly you should do mobile website optimization. Its very simple. First verify your website with google webmasters.

If you are using content management system Please follow below steps.

- Please back up your all website data before making any changes.
- Update your cms platform into latest version.
- If your cms offers custom themes mobile friendly themes options Easily update mobile friendly theme into your website.
- Read Google webmaster guidelines with your developer.

What is Mobile View port In Google webmasters?

Mobile viewport shows how your mobile website displays in mobile screen,



Example:x-meta viewport:width=device-width,initial-scale=1,maximum scale=1

If you need mobile friendly optimization please follow this meta name viewport configuration update implement on your website.

```
<meta name=viewport content="width=device-width, initial-scale=1">
```

Please Make sure your website is mobile friendly. Please read and implement mobile webmaster guidelines.Google now testing with door way pages. I will update in this on next discussions.

Posted by [venkatesh s](#) at 3:29 AM [4 comments](#)



+3 Recommend this on Google

Labels: [best mobile ranking](#), [how to make mobile website](#), [make mobile website](#), [mobile friendly website](#), [mobile rank](#), [mobile rankings](#)



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"Don't settle: Don't finish crappy books. If you don't like the menu, leave the restaurant. If you're not on the right path, get off it."

Monday, March 9, 2015

Search Engine Marketing Exam Preparation Tips

Search Engine Marketing is the powerful method to getting more number of clicks and enhanced visitors getting to your site. In my point of view search engine optimization is a antibiotics. Search Engine Marketing is a Pain Killer. Suddenly if you affected with any health problems pain killer plays a vital role on that time. But antibiotics is very must important in webmaster field. If your website is not good very boring content, no promotional offers, It will be increased bounce rate. Don't promise in any case in digital marketing field. I will give you this many conversions but you pay this much, again this will be the wrong way to convincing clients. Any way, any time no need to promise any small or big client. Oh I am sorry I am talking some different topic sorry

friends lets go to our topic.

HOW TO BECOME A SEM CERTIFIED PROFESSIONAL

Search Engine Marketing Professional certification is very important for every certification sem certifieds like google,Bing,Baidu,Aol all major search engines providing search engine marketing exams. Before google took some money for this exam. Right now completely free. If you are qualifying for bing ads professional bing ads customer id is very very important. But In this certification is also some black hat methods followed. After google lauched this certification is completely free most of the websites providing all questions and answers online marketing tips and math websites. Please no need to go these types of websites. If you are really need to qualifying search engine marketing exam please read complete google adwords exam guide. And read related articles Work practically then you will write the exam. If you fail not the issue. Google gives one weeks of time for next time exam preparation.In Now a days more number of articles providing by search engine land and google partners. Without knowing any language simply copy paste the questions in google is waste of time. support.google.com provides very good preparation tips how to clear google adwords certification tips. If you are fresher or experienced person willing to learn no need to go special ppc courses and all. If you are willing to learn no one can stop you.

THREE EXAMS YOU NEED TO CLEAR IN GOOGLE ADWORDS

- **ADVERTISING FUNDAMENTALS**
- **ADVANCED SEARCH NETWORK**
- **ADVANCED DISPLAY NETWORK**

In Advertising fundamentals they are asking How to create adwords account setup and account management, campaign setup and campaign optimization, keyword research, and keyword targetting, budgets and bidding optimization, bidding optimization, adwords quality score. adwords quality score is very much important in search engine marketing field. Ans especially how to manage multiple adwords accountsm billing setup and all questions are covered in google adwords fundamentals.

In Advanced Search Network Exam Adcopies actually what types of ad copies google going to approve,disapprove. adcopies length, Location targetting, Maxiimum number of questions from cpc. And adwords application interface.

In Advanced Display Network completely google display network. Completely third party websites, keyword based targetting, website content and interest based targetting. And Most of the questions from cost per medium method. So please follow above questions and find answers related to above methods. In India Only 11 percent users are using bing network. So most of the niche users are willing to advertising in google network only. After you qualified this google adwords exam you need to prepare google shopping exam and google youtube video advertising exams. In that google shopping exam completely into google merchant center and product feeds based questions. And video ads exam most of the questions from true view video ads, and video playable time and all. So be prepare no need to do any wrong methods like copy paste the questions and pasting in google search network., It will be waste of time. Be prepare Hopefully all are cleared in this exam.by the by i am also google adwords professional.

Posted by [venkatesh s](#) at 9:04 AM [2 comments](#)

+1 Recommend this on Google

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Tuesday, January 20, 2015

STOP MARKETING SEO



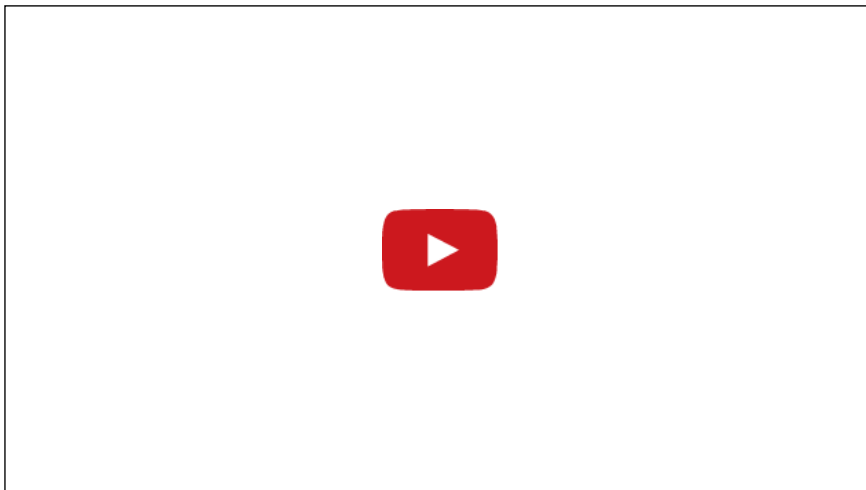
Hi friends,

Hope all are doing well. STOP MARKETING SEO! Search engine optimization is one of the targetted business oriented industry in all time. All business development managers small company or big company they simply sending proposals to clients within below strong quotes.

- We'll get you the top of the search engines
- Affordable seo services
- We can help you beat them to it
- Click here compare plans
- We always put your business in top level
- Make your investment fruitful
- Free Seo audit

But seo managers knew now-a-days how search engines are changed. Without knowing search engine optimization they are all thinking business point of view. After taking the seo projects to company they are facing so many problems with client-relationship. If you are approaching these types quotes for your seo clients. Make sure now-a-days seo completely changed. Please follow Google quality guidelines. Then it will be good mutual relationship between client-managers. The main problem i am seeing now-a-days with developers they are good in coding. But they are not much aware of search engines. How its working? How its affecting websites? Now a days search engines sending lots of ideas websites quality guidelines to webmasters. But they are not following. If you are following search engine quality guidelines then no need of worry about seo. Another main problem is link building. Most of the companies now also following some wrong tactics for getting keyword ranking. Now most of the people doing link building methodologies in serious ways. Some people buying links, some people targeting reciprocal links, posting low page rank sites and directories. Some companies are doing very smoothly. But if your website is not good, not branded whatever you are targeting is completely waste. If your website is not good then you are generating more backlinks is completely waste of time. In upcoming days i am posting google quality guidelines please read and generate more traffic from good strongest seo methodologies. Dont promise at any point of time top position or first position it will be very difficult to reach non-quality websites. Google webmaster trends analyst John

Mueller says Link building is very harmful you should try to avoid it. Here I attached original video of google webmaster central hangout. Listen 55th minute of the video.



Before building too many links to site First think twice and act.

Link building still important? Why? Please comment. In next article I will write search engine quality guidelines.

Posted by [venkatesh s](#) at 8:02 AM [1 comment](#)



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"Don't settle: Don't finish crappy books. If you don't like the menu, leave the restaurant. If you're not on the right path, get off it."

Friday, January 9, 2015

WEEKLY REPORT-SEARCH ENGINES JAN FIRST WEEK 2015

Hi friends,

Hope you are all doing well. As per seocapta.in analytics report this week very low traffic 15 users online coming on my blog. I am not going to write any viral thing in this blog. Because is a viral one. Most of the companies selling seo for their clients. The most famous quote in seo is "No Rank No Fees". Most of the companies selling their products like this only. I saw in search engines. their providing free seo audit, free keyword researching, free meta tags, free website analysis and bla bla bla. Most of the companies are charging for this. If you ask any tuff questions like some seo tools like moz & upcity, hubspot. Seo analysts their didnt answer. Because they dont know how to do seo?? Don't do seo. My point of view. Because seo is an art. So this week whats happening on seo one quick step.

[Read more »](#)

Posted by [venkatesh s](#) at 10:33 AM [1 comment](#)



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Labels: [algorithms](#), [bing](#), [china](#), [google](#), [search engines](#), [yahoo](#)

Location: [Bengaluru](#), [Karnataka](#), [India](#)



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"Don't settle: Don't finish crappy books. If you don't like the menu, leave the restaurant. If you're not on the right path, get off it."

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